

State of California

Department of Consumer Affairs
Hearing Aid Dispensers Bureau

*"To educate, serve, and protect consumers in the purchase of hearing aids
by ensuring the competency of hearing aid dispensers."*

Strategic Plan

June 16, 2005



Arnold Schwarzenegger, Governor
State of California

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Department of Consumer Affairs

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Hearing Aid Dispensers Bureau

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Our Mission:

To educate, serve, and protect consumers in the purchase of hearing aids
by ensuring the competency of hearing aid dispensers.

Our Vision:

To be the recognized resource for California consumers
related to the fitting and selling hearing aids.

Our Values:

As a government agency dedicated to protecting consumers and regulating hearing aid dispensers,
the success and effectiveness of the Bureau depends on:

- Collaborative relationships with stakeholders in the decision-making process.
- Empathy, integrity, and understanding in serving consumers.
- Professionalism in serving the industry.
- Nurturing productive partnerships with consumers, licensees, and businesses.
- Licensing qualified applicants promptly.
- Educating consumers regarding the hearing aid dispensers.

Goals and Objectives:

The Hearing Aid Dispensers Bureau has adopted the following strategic goals for 2005-2007. As part of the ongoing planning and monitoring process, the stated goals will be reevaluated and adjusted, as necessary, to meet the needs of the profession.

Goal One:

Enhance licensing processes and outcomes

- 1.1 Implement the Applicant Tracking System (ATS) to license individuals.
 - 1.2 Establish performance improvement team to assess licensing process.
 - 1.3 Develop baseline and performance measures for key aspects of the Bureau's licensing programs.
 - 1.4 Develop a system to continually monitor and assess applicant satisfaction with the licensing process.
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Goal Two:

Enhance the Bureau's consumer and industry education and outreach efforts

- 2.1 Review and update all consumer education information.
- 2.2 Identify opportunities to participate in consumer and industry meetings and conferences to inform and educate stakeholders about regulatory issues.
- 2.3 Identify opportunities to enhance the Bureau's Web site.

Goal Three:

Enhance the Bureau's enforcement processes and outcomes

- 3.1 Establish a performance improvement team to assess enforcement processes.
- 3.2 Develop baseline and performance measures for key aspects of the Bureau's enforcement program.